

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Elections – Electoral Rolls – Summary Revision of Electoral Rolls with reference to 01-01-2012 as qualifying date – Payment of bill of Rs.14,01,600,- to M/s Livewires Advertising Pvt., Ltd., Hyderabad towards the cost of Press Advertisement regarding Awareness and Publicity Campaign in Eenadu, Sakshi, Deccan chronicle & The Hindu on 31-10-2011 – Sanctioned – Orders – Issued.

GENERAL ADMINISTRATION (ELECTIONS.C) DEPARTMENT

G.O.Rt.No: 5363

Dated: 30-11-2011

Read the following:-

1. G.O.Rt.No.3368, G.A. (Elecs.C) Dept., dt:28-07-2011
2. Memo.No.9535/879/B.G.I/2011, dt: 14-10-2011 from Finance (BG-I) Dept.,
3. G.A. (Elecs.E) Dept. Lr.No.3389/Elecs.E/A2/2011-25, dt: 29 -10-2011 .
4. From M/s Livewires Advertising Pvt., Ltd., Hyderabad Invoice No. Advt - 200, dt:31-10-2011.

ORDER:

In the Government letter 3rd read above, M/s Livewires Advertising Pvt., Ltd., Hyderabad have been requested to insert the advertisement in Eenadu & Sakshi (Telugu) Central, North Andhra & Rayalaseema Editions and Deccan Chronicle (English) Visakhapatnam Vijayawada, Rajahmundry, Anantapur & Nellore Editions & The Hindu (English) Visakhapatnam & Vijayawada, Editions on 31-10-2011 and submit the bills as per I & PR approved rates for making payment. Accordingly, the Agency has inserted advertisement in the said news papers on 31-10-2011.

2. M/s Livewires Advertising Pvt., Ltd., Hyderabad in the reference 4th read above has submitted bill for an amount of Rs.14,01,600/- as advertisement charges for payment as detailed below:

Eenadu (Telugu) Central, North Andhra & Rayalaseema Editions, dt:31-10-2011 (20Cm X 12 Cms = 240Sq.Cm.) Rate of Rs. 1,835 /- per Sq. Cm.)	--	Rs.4,40,400-00
Sakshi (Telugu) Central, North Andhra & Rayalaseema Editions, dt:31-10-2011 (20Cm X 12 Cms = 240Sq.Cm.) Rate of Rs. 1,710 /- per Sq. Cm.)	--	Rs.4,10,400-00
Deccan Chronicle (English) Visakhapatnam Vijayawada, Rajahmundry, Anantapur & Nellore Editions, dt:31-10-2011 (20Cm X 12 Cms = 240Sq.Cm.) Rate of Rs. 1,985 /- per Sq. Cm.)	--	Rs.4,76,400-00
The Hindu (English), Vijayawada & Visakhapatnam Editions, dt:31-10-2011 (20Cm X 12 Cms = 240Sq.Cm.) Rate of Rs. 310 /- per Sq. Cm.)	--	Rs. 74,400-00
Total Amount		<u>Rs.14,01,600-00</u>

(Contd..2...)

3. After careful examination, Government hereby accord sanction for payment of **Rs.14,01,600/- (Rupees Fourteen lakh one thousand and six hundred only)** to M/s Livewires Advertising Pvt., Ltd., Hyderabad towards the cost of Press Advertisement regarding in Awareness and Publicity Campaign in Eenadu & Sakshi (Telugu) Central, North Andhra & Rayalaseema Editions and Deccan Chronicle (English) Visakhapatnam Vijayawada, Rajahmundry, Anantapur & Nellore Editions & The Hindu (English) Visakhapatnam & Vijayawada, Editions on 31-10-2011.

4. The expenditure sanctioned in para 3 above shall be debited **“2015 – Elections – MH 108 Issue of Photo Identity Cards to Voters – SH (04) Photo Identity Cards to Voters – 260 Advertisements, Sales and Publicity Expenses”** and shall be met from the funds provided in B.E. 2011-12 and released vide G.O. 1st read above.

5. The General Administration (Claims.C) Department are requested to draw the amount sanctioned in para (2) above and credited in favour of **“M/s. Livewires Advertising Private Ltd., Hyderabad” A/c No.62204300977, State Bank of Hyderabad, Old Bowenpally Branch, Secunderabad (IFSC Code:SBHY0020812).**

6. The Pay and Accounts Officer, Hyderabad are requested to admit the bill in relaxation of Freezing orders issued in the Memo. 2nd read above.

7. This order does not require the concurrence of Finance Department.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

BHANWARLAL
CHIEF ELECTORAL OFFICER & E.O.
PRINCIPAL SECRETARY TO GOVERNMENT

To

M/s Livewires Advertising Private Ltd.,
6-3-903/A/9, Surya Nagar, Raj Bhavan Road, Somajiguda, Hyderabad-82.
The General Administration (Claims.C) Department
The Pay & Accounts Officer, Hyderabad
The Deputy Pay & Accounts Officer, Secretariat Branch, Hyderabad

Copy to:

The Director of Treasuries & Accounts, A.P., Hyderabad
The Accountant General, Andhra Pradesh, Hyderabad.
SC/SF.

//FORWARDED:: BY ORDER//

SECTION OFFICER